

An emphasis processing is applied to an input video signal to obtain a video bitstream. An emphasis level is set to the input video signal in accordance with at least one factor among control data carried by the input video signal, a picture state detected from the input video signal and encoding conditions for the input video signal. The emphasis processing is applied to the input video signal at the emphasis level to obtain a emphasized video signal. The emphasized video signal is encoded to obtain a video bitstream. The video bitstream is multiplexed with data on the emphasis level. A video bitstream is decoded and applied a deemphasis processing. A deemphasis level is set that matches an emphasis level obtained from emphasis-level data carried by the video bitstream to which an input video signal has been encoded and emphasized at the emphasis level. The video bitstream is decoded for reproducing the video signal. The deemphasis processing is applied to the reproduced video signal at the deemphasis level to obtain a deemphasized video signal.

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